

ABSTRACT

To an organic EL element 21 of a pixel circuit 20 provided in association with an intersection of a scanning line Y_n and a data line X_m , a driving current in accordance with digital data V_{Dm} or an analog data current I_{Am} is supplied via the data line X_m . When halftones are controlled by digital gray scale in order to reduce power consumption, digital data V_{Dm} having a value corresponding to either H level or L level is supplied to the pixel circuit 20. When halftones are controlled by analog gray scale in order to improve display quality, an analog data current I_{Am} is supplied to the pixel circuit 20.